

Rep Order# 6841173 Ver# 1 Status New Traffic Order# Printed: 08/13/2012 12:48 PM 1 of 4

EC'd Yes Last Received: 08/13/2012 11:32 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) MENTZER MEDIA Rep Firm  
Advertiser ( ) RESTORE OUR FUTURE 600 FAIRMONT AVE, S#306 Sales Office ( ) PHILADELPHIA  
Product RESTORE OUR FUTURE TOWSON, MD 21286 Salesperson ( ) ANJIE BRADY  
Estimate# 341 Agency C/P1/P2/E //341  
Buyer STEPHANIE KOHLBAUER Flight Dates 08/14/2012 - 08/20/2012 Salesperson Phone# 215-567-6005  
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
Fax#

--- CONTRACT COMMENT ---

CLIENT: RESTORE OUR FUTURE SC=\*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$64,500  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	6A-7A	AM NEWS	:30	\$1,800.00	08/14-08/17	4	1	4	\$7,200.00	
				Buyline Comment: AM NEWS								
	2	TU-F	7A-9A	TODAY SHOW	:30	\$1,800.00	08/14-08/17	4	1	4	\$7,200.00	
				Buyline Comment: TODAY SHOW								
	3	TU-F	11A-12P	HAMPTON ROADS SHOW	:30	\$150.00	08/14-08/17	8	1	8	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	4	TU-F	12P-1P	NOON NEWS	:30	\$250.00	08/14-08/17	5	1	5	\$1,250.00	
				Buyline Comment: NOON NEWS								
	5	TU-F	530P-6P	530PM NEWS	:30	\$1,500.00	08/14-08/17	3	1	3	\$4,500.00	
				Buyline Comment: 530PM NEWS								
	6	TU-F	6P-630P	6PM NEWS	:30	\$1,800.00	08/14-08/17	4	1	4	\$7,200.00	
				Buyline Comment: 6PM NEWS								
	7	TU-F	11P-1135P	LATE NEWS	:30	\$1,800.00	08/14-08/17	4	1	4	\$7,200.00	
				Buyline Comment: LATE NEWS								



EC'd Yes Last Received: 08/13/2012 11:32 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) RESTORE OUR FUTURE  
Product RESTORE OUR FUTURE  
Estimate# 341  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //341  
Flight Dates 08/14/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	SU	8P-11P	PRE-SEASON NFL	:30	\$2,500.00	08/19-08/19	2	1	2	\$5,000.00	
	Buyline Comment: PRE-SEASON NFL											
	20	SU	11P-1135P	SUNDAY LATE NEWS	:30	\$1,800.00	08/19-08/19	1	1	1	\$1,800.00	
	Buyline Comment: SUNDAY LATE NEWS											
	21	M	6A-7A	AM NEWS	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: AM NEWS											
	22	M	7A-9A	TODAY SHOW	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: TODAY SHOW											
	23	M	11A-12P	HAMPTON ROADS SHOW	:30	\$150.00	08/20-08/20	2	1	2	\$300.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	24	M	12P-1P	NOON NEWS	:30	\$250.00	08/20-08/20	1	1	1	\$250.00	
	Buyline Comment: NOON NEWS											
	25	M	530P-6P	530PM NEWS	:30	\$1,500.00	08/20-08/20	1	1	1	\$1,500.00	
	Buyline Comment: 530PM NEWS											
	26	M	6P-630P	6PM NEWS	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: 6PM NEWS											
	27	M	11P-1135P	LATE NEWS	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
	Buyline Comment: LATE NEWS											
	28	M	1135P-1235A	TONIGHT SHOW	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
	Buyline Comment: TONIGHT SHOW											

---REPORT TOTALS---

Rep Order# 6841173    Ver# 1    Status New    Traffic Order#    Printed: 08/13/2012 12:48 PM    4 of 4

EC'd Yes    Last Received: 08/13/2012 11:32 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser (    ) .RESTORE OUR FUTURE  
Product RESTORE OUR FUTURE  
Estimate# 341  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency (    ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //341  
Flight Dates 08/14/2012 - 08/20/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Report Totals: 66 / \$64,500.00

---SALES MONTHLY TOTALS---

Aug 12: 66 / \$64,500.00  
Sales Totals: 66 / \$64,500.00  
Station Totals: 66 / \$64,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$161,250

CATV 0%    WAVY 40%    WGNT 0%    WPXV 0%    WTKR 27%  
WTVZ 0%    WVBT 10%    WVEC 23%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE